



A Night to **Inspire**

## A Night to Inspire: Boston

March 23, 2022  
House of Blues

Sponsorship  
Proposal 2022



## Who We Are

Our mission is to inspire and empower people with spinal cord injuries (SCI) to lead active and engaged lives.



# Our Impact

Each year, approximately **17,500** people in the U.S. suffer a spinal cord injury and people with SCIs face significant barriers to being active: **physical, financial and emotional**.

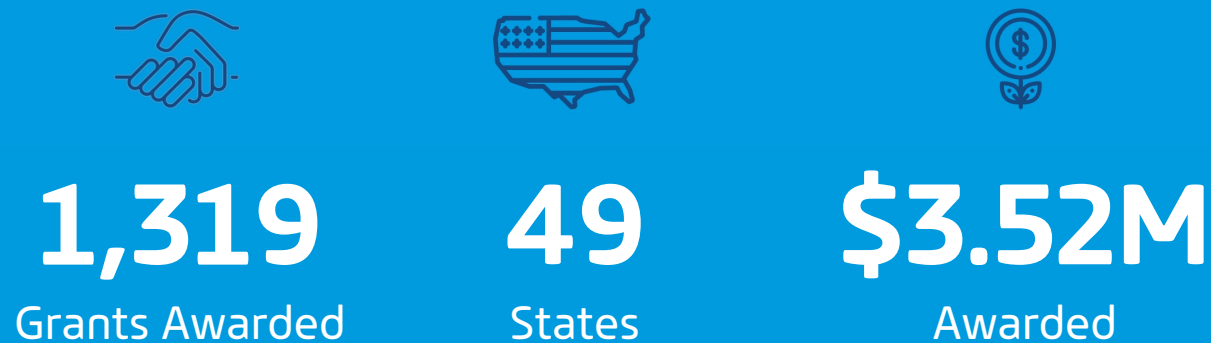
The Kelly Brush Foundation changes lives by:

- Enabling independence through grants for prohibitively expensive adaptive sports equipment
- Hosting camps to foster community and provide experience in adaptive sports
- Empowering connections through The Active Project, an online digital platform to share knowledge and resources

## Average Adaptive Equipment Prices



## Our Mission in Action



[Check out this video of KBF's inaugural Adaptive Mountain Bike Camp](#)

# A Night to Inspire: Boston

Join the Kelly Brush Foundation for A Night to Inspire – our fresh, fun take on a classic cocktail fundraiser.

Wednesday, March 23 | 6:30 – 9:30 pm | House of Blues Boston



## Experiences

Interact with and learn about the adaptive sports equipment used by athletes around the country.

## Impact

Hear from Kelly and KBF grantees about the impact of adaptive sports on their lives and the benefits of KBF's new and innovative programming.

## Fun

Celebrate active lifestyles with great drinks, delicious food, and non-stop entertainment at House of Blues, Boston!

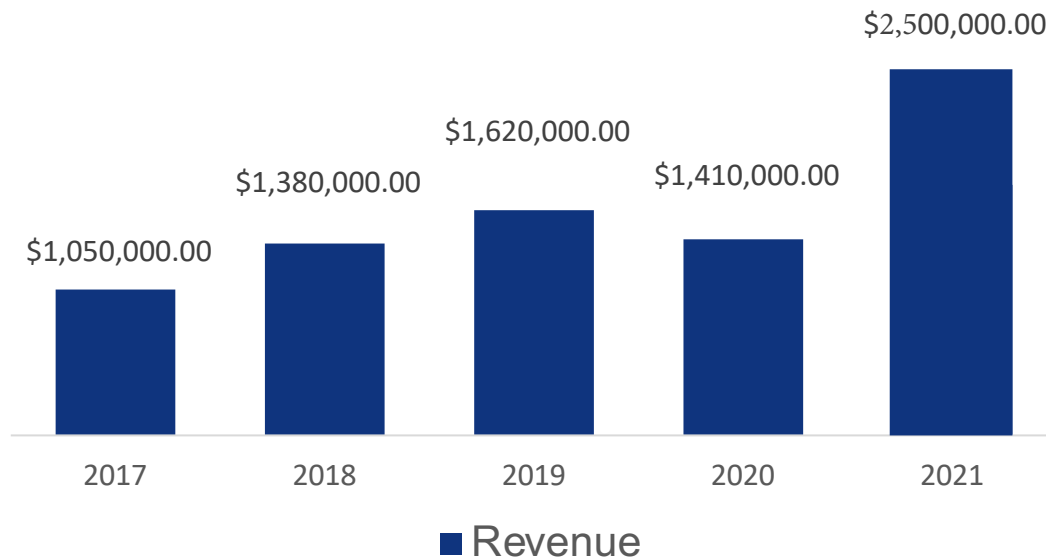


# Join Us on the Road to Transformational Growth

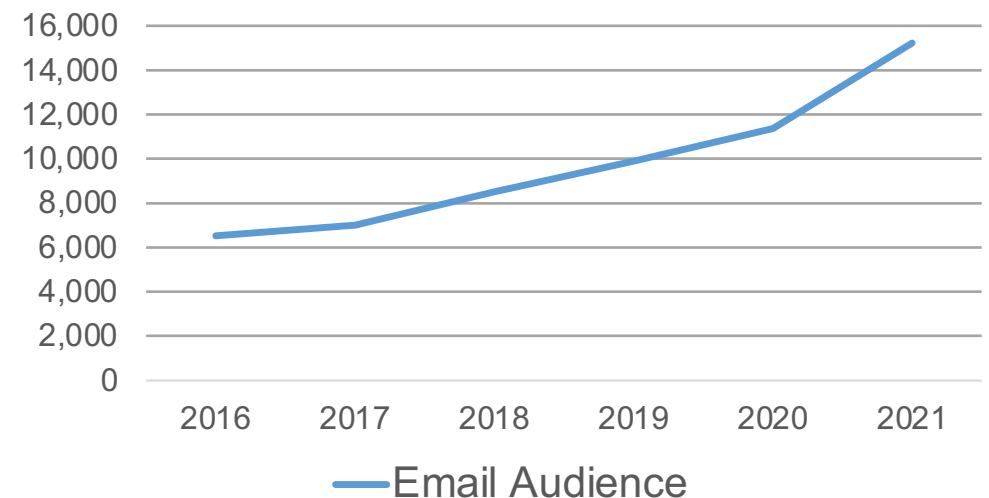
Our rapidly growing base of supporters in Boston – impassioned by their own active lives – have raised over \$1.09m since 2015, and we're just getting started!

A Night to Inspire: Boston scheduled on Wednesday, March 23 is expected to attract over 300 guests and with a goal to raise \$325,000! Join us a sponsor in 2022 to expand our impact and help people with paralysis access the mental, physical and social benefits of an active life.

## Recent Kelly Brush Foundation Revenue Growth



## Recent Kelly Brush Foundation Audience Growth



# Our Unique Value: Our Community

- The opportunity to show your support for the KBF and network with **300+** donors in attendance
- Audience reach
  - **12,000** engaged email subscribers
  - **11,000** combined followers on Facebook and Instagram
- **5,581** organizational donors in 2021
- Our dedicated supporters are outdoor enthusiasts, avid **skiers, cyclists and athletes**, and **corporate and community leaders**
- Network of engaged grantees across **49** states



# In Good Company

Join an exclusive group of corporate and philanthropic leaders

## 2021 SPONSORS

Adage Capital Management  
The Reynolds-McKee Family  
Eileen & Jack Connors

---

Ian & Anne Sanderson  
Hercules Capital, Inc.  
The New Balance Foundation

Biria & Elaina St. John  
Wolverine Worldwide  
Canaccord Genuity / Jeff & Missy Barlow

---

David & Mia Fitzgerald  
Tom & Kerri Gillis

Gunderson Dettmer  
Lisa & Al Hanmer

Silicon Valley Bank  
Kelly Brush & Zeke Davisson

---

Gibson Sotheby's International Realty  
David Hanson & Laura Palumbo Hanson  
Lawrence Curtis  
WhistlePig  
Green Mountain Valley School  
Sugarbush Resort

## 2022 HOST COMMITTEE

Skip McKee & Meg Reynolds  
Jeff & Missy Barlow  
Gay Macomber Bird & Jerry Bird  
Meredith Bird  
JB Clancy  
Michaela Colbert  
Jeff Dorsheimer  
Alec Douglas  
David Fitzgerald  
Tom Gillis  
Kelly Gross  
Lisa Hanmer  
David Hanson & Laura Palumbo-Hanson  
Ali Kavanaugh  
Meaghan Light  
Rick & Laney Makin  
Rachel Peabody  
Ian & Anne Sanderson  
Alex Wiberg

# Presenting Sponsor | \$25,000

## Activation Benefits

- Exclusive event naming rights:
  - A Night to Inspire *presented by "your company"*
- Opportunity for (1) representative to serve on Kelly Brush Foundation Grants Review Committee
- Opportunity for Kelly Brush to present a keynote on resilience, grit and determination to your selected audience
- KBF branded gift

## Marketing Benefits

- Prominent recognition at A Night to Inspire: Boston
- Prominent logo placement on event collateral, including invitations and thank you messages
- (2) designated social media posts (*11,000 combined followers*)
- (10) guest tickets to A Night to Inspire: Boston
- 90-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: Boston name and logo in any advertising, public relations or social media outreach (subject to KBF approval)
- Prominent logo placement on event website



# Signature Sponsor | \$15,000

## Activation Benefits

- Exclusive on-site activation opportunity (*choose 1*):
  - VIP Reception
  - Paddle Raise
  - Social Media Sponsor
  - Adaptive Equipment Displays
- Opportunity for Kelly Brush to present a keynote on resilience, grit and determination to your selected audience
- KBF branded gift

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (1) designated social media post (*11,000 combined followers*)
- (8) guest tickets to A Night to Inspire: Boston
- 60-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: Boston name and logo in any advertising, public relations or social media outreach (subject to KBF approval)
- Logo placement on event website



# Freedom Sponsor | \$10,000

## Activation Benefits

- Exclusive on-site activation opportunity (*choose 1*):
  - Silent Auction
  - Photo Booth
  - Bar
  - "I Get Active For..." Tribute Wall
  - Grantee Gallery
- KBF branded gift

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (6) guest tickets to A Night to Inspire: Boston
- 30-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: Boston name and logo in any advertising, public relations or social media outreach (subject to KBF approval)
- Logo placement on event website



# Event Sponsor | \$5,000

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (4) guest tickets to A Night to Inspire: Boston
- 30-day usage rights of the Kelly Brush Foundation name and A Night to Inspire: Boston name and logo in any advertising, public relations or social media outreach (subject to KBF approval)
- Logo placement on event website



# Grant Sponsor | \$2,500

## Marketing Benefits

- Logo placement on event collateral, including invitations and thank you messages
- (2) guest tickets to A Night to Inspire: Boston
- Logo placement on event website



# Contact Info

## SPONSORSHIP CONTACTS

Cheryl Brodowski, Sr. Dir, Development & Operations  
[cheryl@kellybrushfoundation.org](mailto:cheryl@kellybrushfoundation.org)  
(860) 461-6240

Colleen Brickley, Events & Development Manager  
[colleen@kellybrushfoundation.org](mailto:colleen@kellybrushfoundation.org)  
(802) 846-5298 x 103

**The deadline for logo placement on all marketing materials is January 20, 2022**



# Additional Information & Media

- Learn more about the impact of your support at the [Kelly Brush Foundation website](#).
- Review our [annual reports](#), read [Kelly's monthly blog](#), and [meet our grantees](#).
- Join us on social media:

